

CHAPTER II

REVIEW OF RELATED LITERATURE

In this chapter, the researcher reviews some theories related to code switching which serve as a guide of this study. The theories reviewed include sociolinguistics, code switching, the types of code switching, the function of code switching, beauty vlogger, the differences of beauty vlogger and blogger, the advantage of beauty vlogger, the purpose of beauty vlogger, and explanation of Sarah Ayu beauty vlogger.

2.1 Sociolinguistic

Sociolinguistic is a study about people use their language based on their culture or social context (Holmes, 2013). Furthermore, sociolinguistic study about language variation which concerns about language that uses in each culture in this world. Sociolinguistics has a relationship with sociology which is to identify the role language plays in organization of social groups. Additionally, sociolinguistics also relation with social psychology which is concerned about the attitude while people express the language (Yule, 2010).

Sociolinguistics is the study of daily life which is related to daily conversation with people (Wardhaugh & Fuller, 2015). The use of sociolinguistics depends on the speaker who use it or the situation and condition (Tagliamonte, 2006). Tagliamonte (2006) also states that speech is a part of society that cannot be separated, it would be like studying a loving bird couple. It means that society and language are related to each other and they be studied simultaneously.

Meanwhile, sociolinguistics is also a study about the speaker identity that has a relation with society. The term identity here is not used in a group of people but it can be used in conversation and social act (Wardagh & Fuller, 2015). Daily life has related in society because people always communicate with other people. It means that society is a group of people who gathered together for a certain purpose (Wardagh & Fuller, 2015).

2.2 Language Code

Language and society are related each other both of it are growing together because there are a lot of language usage in society that more improve especially in language code (Chaturvedi, 2015). Language code is a language ability that improves in society. Chaturvedi (2015) states language code has been used in a society to express different social meaning which means language codes are controlled by situation that happened in environment.

As the age continues and people already learn and use different language in their daily life, language code become more often to use based on social context. Language code contains code mixing and code switching that use for specific purposes in community (Chaturvedi, 2015). Accordingly, language code that contains code mixing and code switching is a variety of language that happened based on social context in society.

2.2.1 Code Switching

The definition of code switching is bilingual or multilingual people who talk with switching code whether at the words, sentences, or block speech (Baker & Jones, 1998), cited in (Saghir, 2010). Meaning by switching code here is

switching the first language into second level, for example: *Jangan main jauh-jauh or you'll get lost*. Code switching still uses grammatical system (Bokamba, 1989), cited in (Abdely, 2016), which is all the sentence in language governed by the grammatical (Abdely, 2016). It can be happened because the meaning of code switching is switched the first language, which is switched native language into second language or foreign language and vise versa.

Code switching is switching code between first language into different language so there are only two languages. Some multilingual people switch their language into three or even more, but it rarely happens in environment. One of the main explanations why bilingual people are relevant with code switching is because they have to balance their lack of language proficiency (Heredia & Altarriba, 2001). Code switching happens from personal situation and code switching can be a replace of bad word that too rude to say it directly with the first language that they want to say (Saghir, 2010). All in all, code switching is a language code that is used by bilingual people which switch two languages.

2.2.1.1 Type of Code Switching

According to Poplack (1980), cited in Abdely (2016) there are three different parts of code switching: (1) tag-switching, (2) inter-sentential switching, (3) intra-sentential switching.

a. Tag- Switching

Tag- switching is an inserting a tag word or phrase using foreign language into native language. Tags include idiomatic expressions, it means sometime people use a foreign word not only they did not know

how to tell the word into a second language, but also they want to use it only for idiomatic purposes. For example: *pada kenyataannya kita harus tetap membayar semua ini, right?*. *Right* is an English tag word and switch with Indonesian language *pada kenyataannya kita harus tetap membayar semua ini*.

b. Inter- Sentential Switching

Using of inter-sentential switching is different from a tag word, the different is inter-sentential switching using a sentence not a word which is the speaker can speak both of the language at the same time from native language into a foreign language, it happened because the speaker already know the rules of both language. For example: *sejurnya aku bingung ingin pakai produk yang mana. Well, I'll use both of this product because these product smells good.* *Well, I'll use both of this product because these product smells good* is an english language that switch after Indonesian language *sejurnya aku bingung ingin pakai produk yang mana*

c. Intra- Sentential Switching

Intra-sentential is more complex than tag-switching and inter-sentential because intra-sentential is a language alternation that occurs in sentence or a clause boundary (Rahmaniah, 2016). It means intra-sentential is an alternation clause that can appear in first, middle, or even in a last sentence. For example: *Karena kulit aku belakangan ini lagi lumayan kering, dan aku akan coba two pumps maybe.* *Karena kulit aku belakangan ini lagi lumayan kering, dan aku akan coba* is an Indonesia

language followed by English language *two pumps maybe*. It happens when someone uses one language and suddenly switches into another language in a sentence.

2.2.1.2 Function of Code Switching

In this modern era people already educated themselves for everything it means people are not hinged from their own culture but most of them learn other culture and even use it in their daily lives. The function of code switching can be found in three main major: social, linguistic, and psychology motivation. Abdely (2016) says that, social motivation is the most identical with code switching that is why people nowadays often switch their language into different language especially for people that most everyday face with foreign language. The reason is, people switch their language because they negotiate between themselves with group of society (Abdely, 2016). It may happen when they talk about business that contain foreign language or they used to talk with foreign language. The other reason is social condition can influence the environment (Myers-Scotton, 1997), cited in (Abdely, 2016).

The function of code switching, beside for business purposes and used to talk with foreign language, to deliver the information easier and faster (Abdely, 2016). Sometimes some people cannot deliver the information with their native language. It would be easier if the speaker delivers it with foreign language (Heredia & Altarriba, 2001), cited in (Abdely, 2016). And then sometimes there are some words that have ambiguity in meaning if it is utterance in native language. So, code switching can be used to avoid ambiguity.

The function of code switching is not only very useful for communication in society but also code switching is very beneficial in education especially in foreign language classroom (Sert, 2005), cited in (Amorim, 2012). Then, code switching is good for teacher especially English language teacher to deliver the material quicker or more accurately (Sert, 2005), cited in (Amorim, 2012). The function of code switching is not only good for language teacher but also good for student. Code switching can train the student to balance the two languages (Amorim, 2012). It means student will not only understand about their native language but also they can understand foreign language easily.

So, code switching is very important because in this modern era people must understand the different language especially English because English is an international language. Learn different language is very important because it can help people looking for job, or if they want to move to different country, they must understand the native language, and for student to help them to adapt the foreign language if they want to take scholarship.

2.2.2 Code Mixing

Code mixing is the mixing of two or more language alternately. According to Saghir (2010), code mixing is a mixing of the two language at the word level in a sentence which means mixing some foreign word in native language, for example: *someday aku akan menjadi superhero untuk daddy*. *someday, superhero, and daddy* is an english word that mixed with indonesia language *aku akan menjadi, untuk* .

The definition of code mixing itself can be described as a borrowing word which is the language has become a part of native language (Romaine, 1995 cited in Margana, 2009). For example there is an english word *process* that become *proses* in indonesia. So *proses* is an indonesia word that borrowed from english word *process*. It can be conclude that code mixing can be described as a mixing of two languages that borrowed from different language either just pick one of the foreign word and mix it with native language or borrowed foreign language that adapted by native language.

2.2.3 The Differences Between Code Mixing And Code Switching

Abdely (2016), assumes code switching is different from the term borrowing or code mixing. What is meant by borrowing here is combining one language into another language (Muysken, 1995), cited in (Van Dulm, 2015), cited in (Abdely, 2016). This term of borrowing has a same explanation with code switching but the different is the speaker borrowed word from foreign language and adapt or mix it with native word (Abdely, 2016). Code mixing is a combined of two languages that haphazard and did not have a clear function, different with code switching that has a certain purpose why people switch their language such as for business and the other social context (Soepomo, 1975 cited in Margana, 2009) for example: *coba periksa semua dokumen yang terletak di atas meja*. *Dokumen* is an indonesian language that borrow from English language *document*. In conclusion, code switching is different from code mixing because code mixing is a borrowing word from foreign language that already blend into native language.

2.4 Beauty Vlogger

Beauty vlogger is a Youtuber user that post a video about beauty content on *YouTube* channel. According to Frobenius (2011), cited in (Sokol, 2017), vlogger is a people that create a video by themselves talking into a camera and edit a video to make it look interesting, then upload it on the internet so viewer can left the feedback. Beauty vlogger is a vlogger that create a video anything about beauty content such as makeup, fashion, hair trend.

Beauty vlogger exist because of beauty content is a specific content that so many people creating this type of video. According to StyleHaul (2014), cited in Sykes (2014), over 50 million people watch more than 1.6 billion minutes about this beauty content video on *YouTube*. It means most of people like to watch this type of video on *YouTube* and make beauty content popular on *YouTube*.

2.4.1 The Differences of Beauty Vlogger From Blogger

Beauty vlogger and blogger has the same job to post the information on internet side but has a different used. According to Boyd (2006), blogger is a people that publish their thoughts into their own blog or website such as journal, travel logs, digital books, and daily diary. And then, beauty vlogger is youtuber users that publish a video about beauty content (Pixability, 2014). It can be conclude that the used of beauty vlogger and blogger is different. Blogger only publish the writing information on personal blog and beauty vlogger publish the beauty content video on *YouTube*.

2.4.2 The Advantages of Beauty Vlogger

Being beauty vlogger can be very profitable for the user especially when they get a lot of subscriber and viewer in their *YouTube* channel. According to Freberg, Graham, & McGaughey (2010), cited in Forbes (2016), beauty vlogger as a social influencer that represented as an endorsement of beauty product in front of the viewer and because of that beauty vlogger can gain a lot of viewer that can make them popular. Not just can make the beauty vlogger popular but also they can get a payment from the endorsement.

The advantage of beauty vlogger not only they become popular and get paid by the endorsement but also beauty vlogger can get money from the *YouTube* itself. According to Schepp (2009), *YouTube* user or creator can get money from the video that they post depends on how many viewer that see the video and from subscriber that user get. The more viewer and subscriber that the user or creator get, the more money that they earn. In brief, the advantage of beauty vlogger can earn money by posting a video.

2.4.3 The Purposes of Beauty Vlogger

The aim of beauty vlogger is to give the information about fashion and makeup to the people especially women through YouTube. Sykes (2014) said, these video of beauty vlogger provide information from personal review about beauty product and provide the beauty tutorial such as makeup tutorial and how to combine the outfit.

Beauty vlogger as a social influencer help the viewer to search the beauty product. According to Lee & Watkins (2016), cited in Have (2017), how beauty

vlogger influence the viewer about luxury brand makeup based on vlogger perspective which not all kind of luxury brand makeup are good. In brief, beauty vlogger provide the information about beauty more further in video so the viewer can see the review clear.

2.5 Sarah Ayu Beauty Vlogger

Based on link www.youtube.com/watch?v=VW2x9NEsVsc&t=701s Sarah Ayu was born on August 4 1995, well-known as a beauty vlogger “Sarah Ayu”. Her famous video on YouTube is post about drug store of US brand makeup tutorial . Born in Jakarta, Indonesia, Sarah Ayu took a college in faculty of Law at university of Atmajaya but she decided to stop and she took a second college in DKV Faculty at Binus University but she decided to stop again because it was too hard for her. In October 21 2014 for the first time she post a video about makeup in her own youtube channel. From that, she become the famous beauty vlogger in Indonesia she get 202.000 subscriber and more than 14.000.000 views. In Sarah Ayu channel she creates a video not only about makeup tutorial but also fashion tips, and sometimes she posts a video about his daily live activity or usually it calls as video vlog. The name of her youtube channel based on her real name *Sarah Ayu*. Below is the following picture of Sarah Ayu while she is preseting.



Picture 1. Sarah Ayu Presenting the Makeup Tutorial

From *Sarah Ayu* YouTube channel the writer pick one of makeup tutorial video edition "*Testing Full Face Of New Makeup*". In this video *Sarah Ayu* tries a new makeup brand and she gives a tutorial how to apply all the makeup. The duration of this video is 22 minutes and she gets more than 100 thousand views.